

REP HEADLINE# 6387273
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800
 CREDIT ADVISORY: AGENCY
 ORDER WORKSHEET

FAX# 703 528 7880
 CREDIT RISK !!!
 HARRIS REPORT FROM REP
 CHANGES OCT23/12 10.48
 *** WDCW-TV ***

ADV # _____ ADV. NAME POLI/T KAINE/DSCC/D/SEN/VA
 AGY # _____ AGY. NAME MEDIA STRATEGIES & RESEARCH
11350 RANDOM HILLS ROAD, SUITE 670
FAIRFAX, VA 22030

REP.# _____ OFF.# _____ SALESMAN # _____
 BUYER NAME ART MORAN
 SALES PRSN WA- DAVE CLARK

ORDER # _____ CONTRACT # 6387273
 PRDCT TIM KAINE/DSCC EST#**** COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES OCT29/12 NOV6/12 WK-2

CLASS: NATL. LOCAL REGIONAL

CITY TAX _____ STATE TAX _____

CO-OP BILLING NEEDED _____

DATE OCT23/12 10.48

REP: TO: NSA WDCW
 FROM: GREG
 RATES ON LNS 1-2 REVISED
 REVISED TOTAL \$3950
 THX PLS CFM, 10/23/12

Rev.

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =

AGENCY EST# = 12708

1	R		700P-730P	30		\$750.00	10/31	11/2	2		W-F	2
PROGRAM : 2.5 MEN												
2	R		700P-730P	30		\$750.00	11/5	11/5	1		MON	1
PROGRAM : 2.5 MEN												

NOV/12 \$3,950.00

CONTRACT TOTAL \$3,950.00
 TOTAL SPOTS 5



Station Buy Detail
Washington, DC, TV

Est ID

Client: DSCC-Kaine for Senate

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

WDCW-TV

Program Name	DP	Length	Days	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Two & Half Men	PA	M-F		\$750.00			1		1			1		3
7:00 PM - 7:30 PM		30		\$2,250.00										
Sold Out - Lowest Rate to Clear Per WDCW														
Two & Half Men	PA	M-F		\$850.00	1			1						2
7:30 PM - 8:00 PM		30		\$1,700.00										
Sold Out - Lowest Rate to Clear Per WDCW														
Station Totals				\$3,950.00	1		1	1	1			1		5
Station Net				\$3,357.50										

Media Strategies and Research

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Art Moran

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